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PP RUEHFK RUEHKSO RUEHNAG RUEHNH
DE RUEHKO #0375 0560141
ZNR UUUUU ZZH
P 250141Z FEB 10
FM AMEMBASSY TOKYO
TO RUEHC/SECSTATE WASHDC PRIORITY 9626
RUEKJCS/SECDEF WASHDC PRIORITY
RUCPDOC/USDOC WASHDC PRIORITY
RUEATRS/DEPT OF TREASURY WASHINGTON DC PRIORITY
RUYNAAAC/COMNAVFORJAPAN YOKOSUKA JA PRIORITY
RHHMUNA/HQ USPACOM HONOLULU HI PRIORITY
RHHMHBA/COMPACFLT PEARL HARBOR HI//N541// PRIORITY
RHMFIUU/HQ PACAF HICKAM AFB HI//CC/PA// PRIORITY
RUHBANB/OKINAWA FLD OFC US FORCES JAPAN CP BUTLER JA PRIORITY
RHMFIUU/USFJ PRIORITY
INFO RUEHFK/AMCONSUL FUKUOKA 9007
RUEHNH/AMCONSUL NAHA 1339
RUEHNAG/AMCONSUL NAGOYA 6002
RUEHKSO/AMCONSUL SAPPORO 9493
RUEHOK/AMCONSUL OSAKA KOBE 2825
RUEHBJ/AMEMBASSY BEIJING 3246
RUEHMO/AMEMBASSY MOSCOW 3193
RUEHUL/AMEMBASSY SEOUL 9927
RUCNDT/USMISSION USUN NEW YORK 9266
RHEHAAA/NSC WASHDC

UNCLAS TOKYO 000375

SIPDIS

STATE FOR I/RF, PA/PR/FPC/W, IIP/G/EA, EAP/PD, R/MR,
EAP/J, EAP/P, PM;
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SECDEF FOR OASD/PA;
CP BUTLER OKINAWA FOR AREA FIELD OFFICE;
PACOM HONOLULU FOR PUBLIC DIPLOMACY ADVISOR

E.O. 12958: N/A

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SUBJECT: TOKYO MEDIA REACTION - TOYOTA RECALLS

¶1. LEAD STORIES: Most Thursday morning papers gave top or front-page play to a Congressional hearing that started on Wednesday morning to examine Toyota's recent recalls.

¶2. "Calm and Fair Treatment Needed at Congressional Hearing on Toyota" The conservative Sankei editorialized (2/25): "It cannot be denied that the U.S. Congressional hearing on Toyota's recent massive recalls took the form of a 'political show' that was intended to appeal to the American public.... Toyota Motor Sales U.S.A. Inc. President Lentz offered an apology at the hearing for the delay in the company's issuance of recalls and expressed Toyota's intention to reinforce security measures in order to prevent a recurrence. This is the first step toward restoring confidence in Toyota. The automaker needs to take every possible opportunity to provide a full explanation, including President Toyoda's testimony at the hearing on February 24. We would like to renew our call on the U.S. government and Congress to conduct a calm and fair investigation and handle the matter in a constructive manner."

ROOS